

PAO 92-0049  
27 January 1992

DICK,

The producers of the Charlie Rose talk show have invited you to appear on the show sometime before you retire on 2 March. Rose would like to interview you about your career, your reflections on the role of intelligence, and your views about the future. His producer says Rose claims to be acquainted with you.

Rose was best known for producing the PBS program, Bill Moyers Journal, in the mid-1970s and for anchoring the CBS Nightwatch nightly interview series from 1984 to 1990. Before that, he had done interview shows in the Washington area among others.

The promotional material for the Rose Show (attached) states that Rose is now returning to public television to anchor his nightly talk show on Cable TV's The Learning Channel. Beginning on 6 January, the show will air in New York City every weekday night live from 11 to 12 p.m. on public television (WNET-TV) and then be rebroadcast on The Learning Channel during the week. The deal between public television and the Cable channel is reportedly the first time a public TV series has been sold to a cable network for national redistribution.

Rose has interviewed many public figures on his programs through the years. He promotes his show as an effort to engage his guests in stimulating discussions of topics of national interest. I believe he would agree to whatever limits you wished to set on your participation on his show. Given the large audience his show may reach, I believe your appearance on his show with your positive message about the Agency and the role of intelligence would be worthwhile.

STAT

  
Joe DeTrani

   *AR* Agree to appearing on the Rose talk show if Rose limits the program to topics I'm prepared to discuss.

   Let Rose know we appreciate the offer, but I prefer not to make an appearance before my retirement. Perhaps afterward if Rose is still interested.

STAT

MULTI-CHANNEL NEWS

DECEMBER 23, '92

## TLC, PBS Ink Deal

By KIM MITCHELL

**T**he Learning Channel is revising its primetime scheduling to a nightly theme format and has cut a deal with New York public broadcaster WNET-TV for national redistribution rights to *Charlie Rose*, a nightly talk show hosted by the former CBS anchor.

Executives at both networks said they believed the Rose deal marked the first time a public TV series had been sold to a cable network for secondary play.

Beginning on Jan. 6, *Rose* will air in the New York City metropolitan area on WNET and be replayed 24 hours later on TLC at 10 p.m. and 1 a.m. (ET). Certain "best of" episodes will be telecast on TLC on Saturday nights.

*Rose* is known for having such guests as Paul McCartney, C. Everett Koop, Oliver North and Art Buchwald on the show, which tends to focus on discussing ideas and events, said John Ford, senior vice president of programming at TLC.

Although a talk show is "a little bit of a gamble" for primetime placement on TLC, Ford said *Rose*'s approach is highly complementary to the network and that stripping the series will help promote the network and build viewer loyalty.

"We're confident *Charlie Rose* will find a home and a loyal audience here at The Learning Channel," he said. "It's engaging and informational in nature, and that complements [TLC's programming]."

Although some public broadcasting purists may recoil at the notion of WNET selling a series to a commercial, ad-supported network, the current realities of broadcasting make it a necessary. It has been reported in New York consumer newspapers that WNET — the flagship station of the Public Broadcasting System — has undergone severe budget cuts in recent years because of a shortage of financing.

Neither side would say how much the show sold for. However, Harry Chancey, vice president of programming at WNET, said money from the deal will go into the public broadcaster's discretionary pool for additional programs. Chancey said the deal will allow WNET to fund a new weekly primetime public affairs program.

Sensitivity about editing the series for commercial time also has been addressed. TLC will insert 10 minutes of commercial time into each one-hour show, and the contract calls for WNET to handle the editing necessary to accommodate commercial time.

The series has aired on WNET since Sept. 30, and *Rose* has a two-year deal with WNET for the show. TLC's contract for *Rose* runs through Sept. 30, 1992. Ironically, Discovery Networks, TLC's parent company, had negotiated with *Rose* before he signed with WNET.

In a related move, TLC will revamp its primetime schedule beginning Jan. 6. The network is moving to a theme-night approach, with Monday devoted to archaeology and anthropology, Tuesday to the United States, Wednesday to international culture, Thursday to science and Friday to popular culture.

The network has also targeted January as the month when it will begin to roll out its reformed eight-hour daytime block. ■

ASSOCIATED PRESS WIRE COPY

Wednesday, December 11, 1991

**NEW YORK (AP) - Cable TV's Discovery Networks and PBS affiliate WNET have struck a deal for national distribution of "Charlie Rose," the station's nightly interview show on Discovery's Learning Channel, officials said Tuesday.**

**The Learning Channel telecast begins at 10 p.m. EST on Jan. 6, showing each edition on the weeknight following its WNET broadcast, repeating at 1 a.m. The best episodes will encore on Saturday nights, at 10 p.m. and 1 a.m.**

**"This marks the first time WNET has distributed programming through cable television," said William F. Baker, president of the PBS station.**

**Rose, the show's host, is the Peabody Award-winning producer of "Bill Moyers' Journal" and former anchor of CBS' overnight "Nightwatch."**

**Since its Sept. 30 debut, "Charlie Rose" has featured interviews with Sen. Bill Bradley, D-N.J., Penn and Teller, Garrison Keillor and Paul McCartney.**

**Thirteen·wnet**

350 West 58th Street  
New York NY 10010

**press release**

212.560.2000  
FAX: 212.560.3012

**CHARLIE ROSE TO HOST NEW LIVE SHOW  
ON THIRTEEN/WNET**

NEW YORK -- September 5 -- Award-winning Journalist and former CBS News anchor Charlie Rose has signed on as host of Thirteen/WNET's new live talk show, it was announced today by Harry Chancey, Thirteen's Vice President and Director of Program Services. The one-hour program, *CHARLIE ROSE*, will air Mondays through Fridays at 11 p.m., beginning September 30 on Thirteen.

"I'm enormously excited about coming back here," said Mr. Rose. "It's the most fertile place in the world for ideas, examples of high achievement, an assortment of characters, and perhaps most importantly, the struggle for human dignity, power, and self fulfillment. That's what our show is about."

"Charlie's style is to engage people," explained Mr. Chancey. "He gets people to reveal themselves by asking the right questions, the ones that are on everyone's minds."

Charlie Rose has been praised by critics as "one of television's premier interviewers." He is perhaps most familiar to the legion of fans of *Nightwatch*, the CBS News late-night interview series he anchored from 1984 through June 1990. With *CHARLIE ROSE*, he returns to public television, where he began his television career in 1974 as producer and executive producer for *Bill Moyers' Journal*. In 1976, Mr. Rose produced Moyers' Peabody Award-winning special

-more-

**CHARLIE ROSE**

*page 2*

A Conversation with Jimmy Carter. From 1976 to 1984 he anchored local interview programs in Washington, D.C., Chicago, and Dallas/Fort Worth.

Executive producer for **CHARLIE ROSE** is Kathy Novak, the 13-year veteran of radio and television who produced *Live Wire* for Thirteen.

.....

Press contact:  
Denise Crawford  
212.560.4919

September 20, 1991  
rls.newsho

**Thirteen · wnet**

356 West 58th Street  
New York NY 10019

212.560.2000  
FAX: 212.560.8868

**Fax Cover Sheet**

JAN 21 1992

Date:

Total pages  
including  
Cover Sheet

05

To:

Company:

From:

KATE ROTH, PRODUCER, "CHARLIE ROSE"

Comments:

If there are any problems  
in the transmitting of this  
document, please call:

212.560. 692-7

K E E P I N G   W H A T   M A T T E R S   I N   S I G H T